IN THE CLAIMS

The claims are for convenience of the reader and are not amended.

1.-26.   (Cancelled)

27.   (Previously Presented) A sales system for coupling to a communications network,
comprising:

a sales server at a network address that operates a plurality of sales interfaces including
first and second sales interfaces, each of the plurality of sales interfaces having a unique network
address, each of the plurality of sales interfaces including a corresponding set of user interface
elements, the sales server includes a customization interface to receive user inputs for an
arrangement of a plurality of user interface elements, the plurality of user interface elements
defining display attributes for at least one of the plurality of sales interfaces, the sales server is
operative to create the impression to a first user that the first user is still using a first member site
through which the first user accessed the first sales interface by mapping the first sales interface
to a first domain, the sales server is operative to create the impression to a second user that the
second user is still using a second member site through which the second user accessed the
second sales interface by mapping the second sales interface to a second domain different from
the first domain, the first domain being a sub-domain of an address mapped to the first member
site, the second domain being a sub-domain of an address mapped to the second member site, the
sales server to receive a first bid for a listing of an item for sale in an auction that is presented to
the first user via the first sales interface and receive a second bid for the listing of the item for
sale in the auction that is further presented to the second user via the second sales interface; and

a central database system that stores the listing,

the sales server further comprising:

an object model representation of the central database system that is stored in

memory; and

a publisher subsystem to scan the central database system to identify records in

the central database system that have changed, the publisher subsystem to

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modify a representation of the central database system in memory based on the records identified in the central database system as changed.

28.   (Previously Presented) The system of claim 27 wherein the sales server further operates to generate a Domain Name Server (DNS) mapping of sub-domain names for the first and second sales interfaces, wherein at least a portion of each of the sub-domain names is consistent with the unique network addresses of the corresponding first and second sales interfaces.

29.   (Previously Presented) The system of claim 27 wherein the first and second sales interfaces presented are each operative to present a plurality of linked pages.

30.   (Cancelled)

31.   (Previously Presented) The system of claim 27 wherein the first sales interface includes elements that are also included in the first set of pages and wherein the second sales interface includes elements that are also included in the second set of pages.

32.   (Previously Presented) The system of claim 27 wherein the first sales interface includes a header that is also included in the first set of pages and wherein the second sales interface includes a header that is also included in the second set of pages.

33.   (Previously Presented) The system of claim 27 wherein the first sales interface presented includes interface elements that include at least part of a name of the first domain, and wherein the second sales interface presented includes interface elements that include at least part of a name of the second domain.

34.   (Previously Presented) The system of claim 27 wherein the sales server is further operative to:

provide a customizable user interface for the plurality of sales interfaces;

receive a user arrangement of a plurality of user interface tokens, the user interface tokens defining display attributes of at least one view of at least one of the plurality of sales interfaces, wherein the user interface tokens represent parts of the sales interface that are moveable or customizable.

35.   (Previously Presented) A sales system for coupling to a communications network, comprising:

a first sales interface at a first network address, the first sales interface including a first set of user interface elements;

a second sales interface at a second network address, the second sales interface including a second set of user interface elements;

a sales server at a third network address that operates the first and second sales interfaces while providing an impression that the first and second sales interfaces are being operated by different entities, the sales server is operative to create the impression to a first user that the first user is still using a first member site through which the first member accessed the first sales interface by mapping the first sales interface to a first domain, the sales server is operative to create the impression to a second user that the second user is still using a second member site through which the second user accessed the second sales interface by mapping the second sales interface to a second domain different from the first domain, the first domain being a sub-domain of an address mapped to the first member site, the second domain being a subdomain of an address mapped to the second member site, the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements,

the sales server to receive a first bid for a listing of an item for sale in an auction that is presented to the first user via the first sales interface and receive a second bid for the listing of the item for sale in the auction that is further presented to the second user via the second sales interface.

a central database system that stores the listing,

the sales server further comprising:

> an object model representation of the central database system that is stored in
> memory; and
>
> a publisher subsystem to scan the central database system to identify **records** in
> the central database system that have changed, the publisher subsystem to
> modify a representation of the central database system in memory based
> on the records identified in the central database system as changed.

36-37. (Cancelled)

38.   (Previously Presented) A method, comprising:

receiving a first plurality of customization commands from a first accountholder;

receiving a second plurality of customization commands from a second accountholder;

presenting, by a sales server, a first networked sales interface accessed through a first

member site by a first user, the first networked sales interface being generated by the sales server

based on the first plurality of customization commands received from the first accountholder;

presenting, by the sales server, a second networked sales interface accessed through a

second member site by a second user, the second networked sales interface being generated by

the sales server based on the second plurality of customization commands received from the

second accountholder, the presenting of the first and second networked sales interfaces being

performed by a provider for the first and second accountholders that operates the sales server, the

presenting the first networked sales interface is operative to create the impression to the first user

that the first user is still using the first member site, through which the first user accessed the first

networked sales interface, by mapping the first networked sales interface to a first domain, the

presenting the second networked sales interface is operative to create the impression to the

second user that the second user is still using the second member site, through which the second

user accessed the second networked sales interface, by mapping the second networked sales

interface to a second domain different from the first domain, the first domain being a sub-domain

of an address mapped to the first member site, the second domain being a sub-domain of an address mapped to the second member site;

receiving a first bid for a listing of a first item for sale in an auction that is presented to the first user via the first networked sales interface;

receiving a second bid for the listing of the first item for sale in the auction that is further presented to the second user via the second networked sales interface;

scanning a central database system that stores the listing to identify records in a central database system that have changed; and

modifying a representation of the central database system in memory based on the records identified in the central database system that have changed.

39.   (Previously Presented) The method of claim 38 wherein addresses of the first and second networked sales interfaces are mapped using DNS mapping.

40.   (Previously Presented) The method of claim 38 wherein the steps of presenting are operative to present each of the first and second networked sales interfaces as including a plurality of linked pages.

41 - 43.   (Cancelled).

44.   (Previously Presented) The method of claim 38 wherein the steps of presenting present the first networked sales interface as including interface elements that include at least part of a name of the first domain, and present the second networked sales interface as including interface elements that include at least part of a name of the second domain.

45.   (Previously Presented) The method of claim 38 wherein the first accountholder includes a first administration user that administrates a first member organization, and wherein the second accountholder includes a second administration user that administrates a second member organization, and wherein the first and second organizations are different legal entities.

46-53.   (Cancelled)

54.   (Previously Presented) The system of claim 53, wherein the first sales interface is used to receive a bid from a user.

55.   (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface.

56.   (Cancelled)

57.   (Previously Presented) The system of claim 27, wherein the sales system is an auction system, and the items for sale are auction items, wherein the first and second sales interfaces are auction interfaces.

58.   (Previously Presented) The system of claim 57, wherein each auction interface corresponds to an auction site, and wherein the central database system is adapted to store auction items available on the auction sites.

59.   (Previously Presented) The system of claim 58, wherein the sales server is an auction server, and the auction server is further adapted to receive bids from the auctions sites.

60.   (Previously Presented) The system of claim 59, wherein the auction server is further adapted to store the received bids in the central database system.

61.   (Previously Presented) The system of claim 60, wherein the auction server is further adapted to index the received bids.

62.   (Previously Presented) The system of claim 61, wherein the received bids are stored as part of a series of item bidding histories in the central database system.

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63.   (Previously Presented) The system of claim 62, upon expiration of an auction period for an item, the auction server determines a highest bid and compares the bid to a reserve price, wherein if the highest bid is above the reserve price the bid is successful.

64.   (Previously Presented) The system of claim 57, wherein the auction server is adapted to receive a listing file from a user and merge the listing file into the listings stored in the central database system as a series of listing items.

65.   (Previously Presented) the system of claim 64, wherein the publisher subsystem is adapted to create at least a portion of the first or second sales interfaces prior to receiving a user request.

66.   (Previously Presented) The system of claim 65, wherein the publisher subsystem stores the object model representation of the central database system, wherein the representation is for accessing data in the central database system in generating the first or second sales interfaces, and wherein the representation is modified on retrieval of changed records from the central database system.

67.   (Previously Presented) The system of claim 66, wherein the publisher subsystem maintains a dirty bit to indicate a change since the last generation of the first or second sales interfaces.

68.   (Cancelled)

69.   (Previously Presented) The sales system of claim 27, wherein the sales server provides an auction service on the plurality of sales interfaces.

70.   (Previously Presented) The sales system of claim 27, wherein the sales server generates a web page for each of the plurality of sales interfaces.

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71. (Previously Presented) The method of claim 38, further comprising:

receiving a third plurality of customization commands from the first accountholder;

receiving a fourth plurality of customization commands from the second accountholder;

presenting, by the sales server, a third networked sales interface accessed through the first member site by the first user, the third networked sales interface being generated by the sales server based on the third plurality of customization commands received from the first accountholder; and

presenting, by the sales server, a fourth networked sales interface accessed through the second member site by the second user, the fourth networked sales interface being generated by the sales server based on the fourth plurality of customization commands received from the first accountholder.

72. (Previously Presented) The method of claim 71, further comprising:

receiving a second listing of an item for sale in the auction that is presented to the first user via the first networked sales interface; and

receiving a third listing of an item for sale in the auction that is further presented to the second user via the second networked sales interface.